Name

Name

Monsters Inc.

May 13, 2013

Executive Summary

Marketing Plan: Monsters Inc.

A one page summary of the entire report.

Make sure to include any conclusions that you make.

**Usually written last** to summary all parts of the report after you analysed and iron out the details of your plan.

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**you better edit this page!** Page 13

YOU MUST ADJUST TITLE AND PAGE NUMBERS TO FIT YOUR PROJECT. THIS IS JUST A TEMPLATE!

# Introduction

## Organization and Product

Your text.

## History

Your text.

# Strategic Plan and Focus

Your text.

## Mission Statement

Your text.

## Goals and Objectives

**Non- Financial**

Your text.

**Financial**

Your text.

## Core Competencies / Competitive Advantage

Your text.

# Situational Analysis

## SWOT Analysis

Strengths: (Internal Attributes)

Weaknesses: (Internal Attributes)

Opportunities: (External Environments)

Threats: (External Environments)

Your text.

## Industry Analysis

Your text.

http://www.investopedia.com/features/industryhandbook/utilities.asp

## Competitor Analysis

Market Position, Strengths, Weaknesses, Market Shares, etc...

Your text.

## Customer Analysis

Numbers, Type, Value drivers, Decision process, etc...

Your text.

## Environment Analysis (Pest Analysis)

Political/Legal Environment

Economic Environment

Social / Cultural Environment

Technological Environment

Your text.

# Market-Product Focus

## Marketing and Product Objectives

Your text.

## Target Market

Your text.

## Positioning

Your text.

Think of positioning as the perception your target audience has of your product. You have total control over this element of your marketing efforts, and it is critical to how you develop the rest of your plan. Planning your product's positioning must involve taking into consideration such issues as the competition and how its products are perceived, the needs and desires of your target audience, and the element of mystique or drama that your product or service naturally has about it.

# Marketing Program Strategy and Tactics

## Product Line

Brand, quality, variety, etc.

Your text.

## Packaging

Product safety, consumer safety, appeal, etc.

Your text.

## Promotion

Advertising, public relations, promotional programs, budgeting, etc...

Your text.

## Place

Distribution channels, locations, etc...

Your text.

## Pricing

List prices, discounts, bundling, payment plans, etc...

Your text.

# Financial Data and Projections

## Short-Term& Long-Term Projections

Your text.

## Estimated Operating Expenses

Your text.

## Gross Profit per Unit Sold

Your text.

## Expected Market Share

Your text.

## Expected Net Revenue

Your text.

# Action/Implementation Plan

## Promotional Goals

Your text.

## Media / Promotion Schedule

Your text.

How do you decide exactly which magazines or newspapers in which to advertise? What is the difference? This is called your Media Plan and can actually become a separate, and much more detailed, document. For this project, we will just cover the basics and help give you an idea of what goes into planning your media advertising and what should be included in your marketing plan.

Your media plan should:

* Specify which media you will be using to carry your advertising message, such as magazines, newspapers, direct mail, Internet, etc.
* Detail the specifics, such as which publications
* Detail even more specifics, such as which issues, times, dates, etc.
* Estimate a list the budget for each vehicle ~ [Cost Estimates Link](http://www.ehow.com/info_8112414_much-advertising-cost.html)
* Describe the rationale behind each selection

# Evaluation Report

## Evaluation Analysis

Your text.

References

Websites, magazines, reports, used to create your Marketing Plan.

Your text.

Appendices

Extra data or examples including charts from other research that you think are important to include as an extra reference.